



'Sanitation is an individual ritual, having comcity, that involves everyone and benefits eve community at large, cemented by a spirit of use the utility to create a sustainable sanitati

The Bangalore Agenda Task Force

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anitation movement in a on movement was the neople who would

Sustainable Public Sanitation for the Urban Poor A Project developed and executed by the BATF in partnership with BMP through



Funds Donated by Smt. SUDHA MURTY

NIRMALA BANGALORE

forchelib











A benchmark of Public Private Partnership

The Partners

In celebration of Public Private Partnership - the collaborative spirit



Bangalore Mahanagara Palike

The BMP who are the owners of the Nirmala Bangalore toilet complexes, as well as the lead stakeholder for the project, are responsible for identification and allocation of land, as well as coordination of statutory procedures such as road cutting, land permission and approvals for building plans



Bangalore Water Supply and Sewerage Board

The BWSSB identified a core team concerned with the provision of water supply connections, extension or rerouting of water supply and sanitary lines and coordination at site for the toilet complexes.



Bangalore Electricity Supply Company

The BESCOM team for the Nirmala Bangalore project coordinated the provision of temporary and permanent power supply connections including rerouting and extension of power lines wherever necessary.



Bangalore Police

The Bangalore Police have been involved in the project in terms of provision of security for protection of public property as well as night vigilance and security cover for critical sites. The Police also try and ensure enforcement to deter public nuisance.



Bharat Sanchar Nigam Limited

Bharat Sanchar Nigam Limited have identified a core team, which has been involved in coordinating and ensuring the rerouting of telecom lines wherever this has been necessary



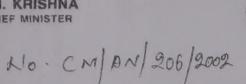
Bangalore Agenda Task Force

The BATF has conceived, detailed and coordinated the project including appointing project consultants to ensure a smooth execution of the project to the highest possible standards, and have detailed and monitored standards for operation and maintenance in the pilot phase



An initiative funded by Ms. Sudha Murty

S.M. KRISHNA CHIEF MINISTER



BANGALORE - 560 001

Message from the Hon'ble Chief Minister of Karnataka

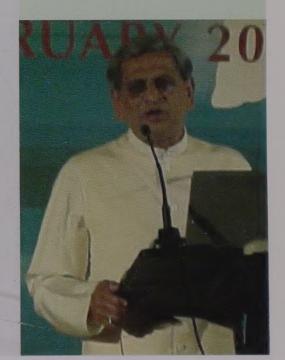
MESSAGE

A civilized society should provide its citizens the basic services. Public sanitation and toilets that are easily accessible, financially affordable and user-friendly; spatially well distributed and across sections of the society constitute one such service.

I am happy that the Bangalore Agenda Task Force (BATF). that symbolizes the sprit of Private Public Partnership' has appropriately dedicated itself to 'Nirmala Bangalore', a project aimed at inculcating among the citizens, civic conscience, simultaneously building infrastructure and setting maintenance standards. It is also a happy augur that in conformity with the desire of the donor Smt Sudha Murthy, majority of the proposed toilet complexes will cater to the urban poor and focus on women, children, slums and other weaker sections of the society.

The project is also desirous, I understand, of not only building and user need based structure but incorporating appropriate management practices based on the Pay and Use' concept so that it leads to the build up of a corpus fund and catalyses a sustainable movement for public toilet complexes all over the city.

I congratulate BATF, BMP, Bangalore Police, BWSSB, KPTCL, BMTC and KSCB who are all working together for Nirmala Bangalore. I would like to particularly record my Government's appreciation for two illustrious women - Smt Sudha Murthy for generously lending financial support for this noble cause and Smt Kalpana Kar for leading the Nirmala Bangalore team that has conceptualized and is operationalising the project.







Hariharagudda Park



KBS Petrol Bunk



Museum Road





Shivajinagar



Sukh Sagar



Ulsoor





Fruit Mandi



Majestic





23 finished sites - phase 1

TO THE CITIZENS OF BANGALORE

"It is my privilege to donate financially for the 'Nirmala Bangalore' project. In all my areas of concern, public sanitation has worried me most. It is such a basic need providing good quality sanitation for the urban poor, for women and children, for slum dwellers and is a task that has challenged our nation. Mahatma Gandhi has referred to the need in all his works.

Nirmala Bangalore symbolizes the attempt to fulfill this need. I am happy to be a part of the project that aims at providing citizen friendly and affordable toilet complexes in different parts of the city across all sections of society. Since it is based on the philosophy of 'Pay & Use' it will bring in sustainability and lead to a movement for providing better sanitation and hygiene in the city."

Sudha Murty

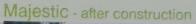
Message from Smt. Sudha Murty, Chairperson, Infosys Foundation





Majestic - before construction









Sukh Sagar - after construction



Sukh Sagar - before construction



Nirmala Bangalore is the symbol of a new movement, a private public partnership project conceptualised with a holistic approach to public sanitation. Nirmala Bangalore aims at delivering a complete package of public sanitation for the urban poor, with best practice in standards of infrastructure and service delivery with sustainability being the key operating principle.

Traditionally, public sanitation has been a much neglected field and the provision of any high level standards for infrastructure and service delivery are practically non existent. Nirmala Bangalore seeks to provide a new approach to address the design, construction, maintenance as well as financial viability to ensure a continuing upgraded user experience.

The genesis of Nirmala Bangalore lies in the desire of Ms. Sudha Murty, the donor, to provide upgraded sanitation facilities for the urban poor, especially women and slum dwellers, with the philosophy of pay and use for sustainability. The Bangalore Agenda Task Force would like to place on record its immense appreciation for her donation, and gratitude for her guiding vision to enable this private public partnership to become a reality.

Her donation of Rs. 8 crore to construct 100 public toilets, and the spirit in which the donation was given has inspired the team, and this inspiration has found expression in the commitment to deliver toilet complexes demonstrating all the design principles and philosophies.

The Nirmala Bangalore story begins with a short listing of key locations across Bangalore, mainly in areas accessed by the urban poor, where public sanitation facilities were non-existent or were severely broken down or damaged. These locations resulted in a scientific analysis of user potential, which formed the basis for the construction of a financially viable pay and use model. Meanwhile, architects worked with the available space to create structures with the best combination of functionality and form, and creating a separate visual and spatial identity for Nirmala Bangalore.

The experiments in design and architecture have been enabled through some of the city's leading architects, who have given the project its physical shape. A conceptual design by Edgar D'Mello Architects, whom we specially acknowledge, was then extended by a team of 11 leading architect firms to deliver in designing a Nirmala Bangalore identity or sustainable public sanitation.

Foreward and
Acknowledgements:
The making of
Nirmala Bangalore unfolding of a true
Public Private
Partnership

The key objectives:

- Sustainable model through 'pay and use'
- Cross subsidy for weaker section (slums)
- Focus on urban poor, women and children
- Partnership model of engagement in implementation





Jeevanahalli before construction



Jeevanahalli after construction



Fruit Mandi during construction



Fruit Mandi after construction



Fruit Mandi

before construction

Mayo Hall before construction



Mayo Hall after construction



The making of Nirmala Bangalore - different stages in construction

The architectural designs were transformed into actual buildings through a team of able contractors. Designs, alterations both in terms of form and function with the user feedback was absorbed, and modifications were made where required. The construction period was a difficult one, with many site specific problems, mainly related to underground facilities causing difficulties which were solved by the project managers, Engineering Resources Group (ERG) who have provided invaluable project management support to Nirmala Bangalore.

Site conditions varied from manageable to the unthinkable, with sub human working conditions - a harsh reality of the project, and these have been dealt with on an almost continuous basis by the Nirmala Bangalore team. These efforts have finally seen the transformation of dirty, stinking and foul areas to landscaped areas of cleanliness, with high quality toilets and a pleasant atmosphere.

In the unfolding of Nirmala Bangalore from an idea, to design, to infrastructure and service reality, the project has been supported and enabled through a coordinated partnership effort with a cross section of governmental agencies whose belief and faith in the project have made the journey smoother. The Bangalore Mahanagara Palike, which is the lead stakeholder, has provided the land and the fullest co-operation, BESCOM has provided power connections, BWSSB the water and sewerage facilities and the Police department provided security and all necessary assistance

This design manual is a first attempt at creating a toolbox, a reference kit, for those involved in the design and construction of public toilets. The aim is to have a ready reference for design, to create the most efficient combination of function and form so that the end product is a facility, which provides high standards of sanitation. The manual is a guide for design, and users of this manual would need to realise that it is only a reference book, and more site specific innovations would be needed. In addition, bills of materials, material specifications and other location specific issues would need to be dealt with by the designer or architect.

Nirmala Bangalore is an urban sanitation movement and we are confident that with the guiding principles as laid down in the Nirmala Bangalore design manual, planners, designers and architects would be able to aid decision makers and as well as achieve the same effect and sense of quality and standards that are the defining hallmarks of Nirmala Bangalore toilet complexes.

-Kalpana Kar, Member BATF

Foreward and Acknowledgement: The making of Nirmala Bangalore unfolding of a true Public Private Partnership

The "First-time-use" experience

- Dry interior
- Odour free
- Clean fixtures.
- Quality consumables
- Customer service









The creation of the logo:

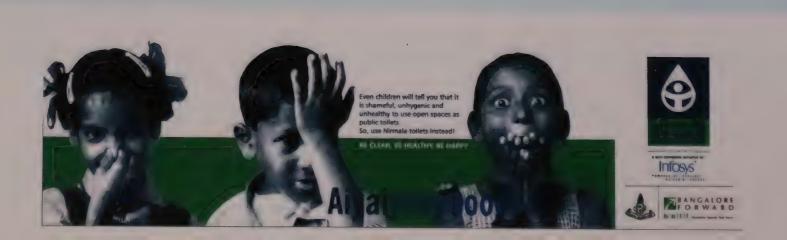
The Nirmala logo reminds one of a drop of water, juxtaposed with, holding within it - the form of a child. Communicating a clean, fresh feeling, it is also symmetric for easy usability and has strong foundations. Repeated use of this symbol will grow to signify the availability of Upgraded Hygienic Sanitation facilities for the Urban Poor.

The first sign of a sanitation movement

This Design manual aims at delineating the specifications of areas in terms of Design Layout with a stress on the User needs and ease of Maintenance.

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The Nirmala Bangalore toilet complexes are constructed on sites of varying dimensions set in a range of urban locations. The user needs of the citizens of each area are met internally, though the exterior has an identifiable character. The objective is to have external similarity, open architecture for easy access and a character that lends comfort to the citizen and urges him to adopt and use these facilities.

This section also highlights the different spaces for the brand logos, advertisement spaces and graphics for good sanitation messages

exteriors 🕏





Ramanna Garden Slum



Toilet within slum dwelling

Toilet being built on road side/broad sidewalk



Positioning of the complex:

 The built-up area and the volume of the building designed should be acceptable and co-exist within the neighbouring setting.

Visual privacy:

 The facilities and entrances should provide adequate visual barrier from invasive surroundings for healthy social living. Hard landscape - 100% of built up area helps to maintain surrounding clean and safe for pedestrian movement

Soft landscape

with aromatic plants

Ample distance should be paved for safety

Proposed

Nirmala toilet

Railing should be provided based on site location

Proposed

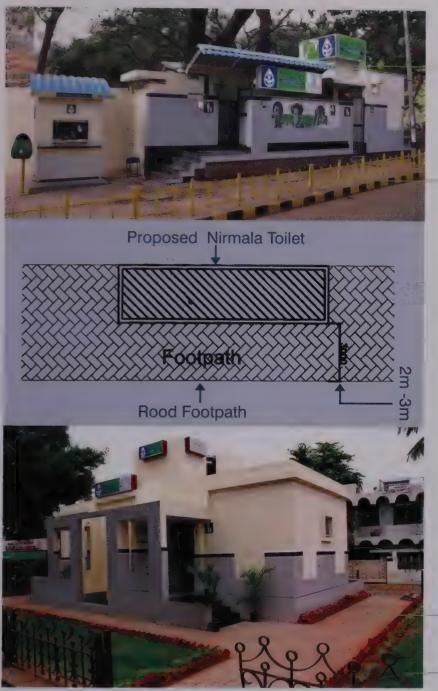
landscape

Nirmala toilet complex within a park keeping with the character of the environment





exteriors



Surrounding Area development -

100% of the built up area around toilet should be **hard** landscape with paving.

50% of built up area to be **soft landscape** with vegetation which involves **aromatic plants** for odour free environment and hygiene considerations.

Light roof over urinal area for ventilation

Clear movement space for high pedestrian traffic

Hard landscaping with paving for clear well-kept exterior

Vegetation to develop appealing environment

Building Setback:

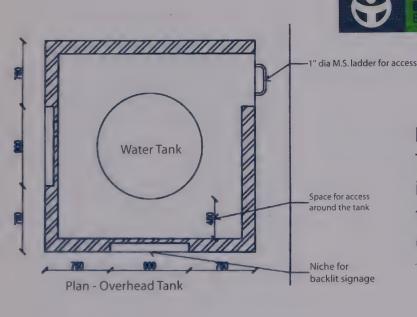
- Nirmala Bangalore toilets constructed on footpath/ adjacent to road needs to invest enough space for safe pedestrian movement.
- Minimum of 2.0-3.0mts clear passageway on sidewalks to be provided for comfortable movement.
- In all other cases the complex has to be built with sufficient set back and without hindering public movement of adjoining neighbours.



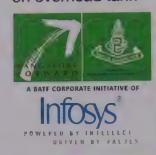


Building an identity

Specification: Back lit signage provided with niche in the wall to accomodate them with light point.



Branding used on overhead tank







Detail for backlit signage.
This signage lit at night identifies the location of the facility and ensures a safe exterior

- Brand and Facility
 identification boards
 accomodate logo, name,
 donor, and co-ordinating
 agency.
- Since overhead tank is the highest level in the building, it has visibilty from a distance. The space on its exterior is used for branding.
- Brand Identification
 Signage
 900x900mm On overhead
 tank
 900x1350mm On overhead
 tank
 1800x450mm Over main
 entrance





Nirmala Bangalore signage

Space for advertisements for revenue generation

- Advertisement space for financial sustainability
 Space Ratio 1:2 (3x6)
 Space Ratio 3:1(9x3)
- The uniform grey tile
 with dark blue border is
 also recognisable feature
 of Nirmala toilet
 complexes. It gives a
 clear and neat look.

- Advertisement boards provided to accomodate commercial advertisement to build financial sustainability.
- The number of boards per area is decided on the area profile/ potential and blended into the aesthetics.



Blue band
Exterior tiles in grey for uniform external identification



Directional signage

Directional signage

Creating an identity is
 essential to build
 awareness in the
 neighbourhood about the
 facility. The next step is
 to ensure a urination free
 zone within 100 mts. of
 all public toilet facilities.

Nirmala Bangalore Logo

PAY AND USE TOILETS

 Specification: Logo with information on MS sheets mounted on pole in accordance to norms of Road Signage Manual 2000.

The 'distance to go'/

direction boards - are

points at 100m / 50m

away from the toilet.

• The direction board is

also indicative of the

vicinity for the potential

facility available in

users.

placed from access

Lead Stakeholder — 100 mts — Direction

Distance to go





Separate entrance for men and women

Access in ground floor for elderly citizens in case of G+1 toilet complex.

Should be made accessible to physically challenged users with the provision of required slope, hand rail for safety.



Graphic representing facility for physically challenged/elders

Entrance for men
Entrance for women
represented by
graphic tile
Floor mat for dry entrace

Graphics

Icons used on the exterior of Nirmala toilets



Men



Women



Elders

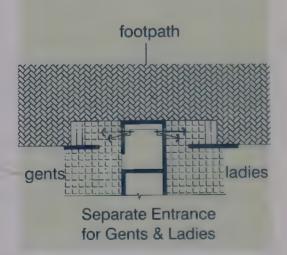


Physically challenged

- Rubber mat
 450 x 600 mm at
 entrance with the recess
 to hold mat in place.
- Graphics for clear identification of user group.

Specification:

Essential water draining techniques to be adapted from recess.





Cleanliness of facility and area



Maintenance ladder to provide access to keep roof clean and service overhead tank



Litter bin provided and located for disposal of tickets and other dry waste.

Designed for maintenance and clearance of waste, integrated with other garbage collection programs of the area. Maintenance ladder for access and servicing of the overhead tank and the roof.

Specification (for ladder): MS rungs provided at 300mm spacing between each fixed by grouting in the wall.

- Security Entrance door of minimum 1000 mm width made with perforated metal sheets for security of public property.
- Grill for security and ventilation.





exteriors

Caretaker is the first representative of the service personnel. He/she is the 'user interface' for the Nirmala Bangalore facilities and hence the "face" of the service. The final experience of the user is determined by courteous behaviour of the caretaker. Hence the location with respect to the building is an important design consideration.

caretaker/counter 🕏





 Positioning of central caretaker should be such that it allows him/her to have visibility and control on both the gents and ladies areas.



gents caretaker caretaker ladies

footpath

Caretaker location for control of entry

Information board with tariff structure

Separate entrance for men and women

- Depending on the user numbers, one or two caretakers are recommended.
- Toilet complexes with high transit population, as in bus stands or slums, it is suggested to have separate caretakers for men and women.

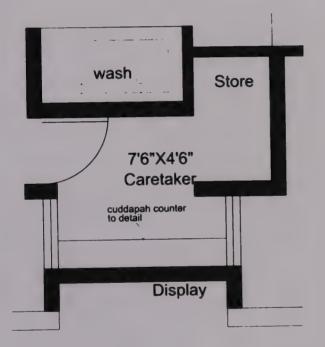


caretaker/counter



Ticket counter

- Central ticket counter/ store room of minimum
 35 sqft area to make facility user friendly in terms of approach and visibility.
- Should ensure that the caretaker does not have any undesired views of people using the facility for privacy.



- Separate ticket counters provided for gents and ladies in case of a single caretaker.
- Counter should be provided for cash transactions and issue of toilet coupons as Nirmala Bangalore is a 'Pay & Use' toilet facility.

Specifications: Counter of min 1'9"x3'6" size.







- Tariff structure on information boards for the facility adjoining to counter window for user friendly and transparency of services.
- Storage Space provided under counter for cash handling.

Caretaker area details:

- A caretaker window provided with a cuddappa slab of 450mm width.
- Accomodate all electrical switches, water pump switch in the caretakers room for better control and maintenance of infrastructure.

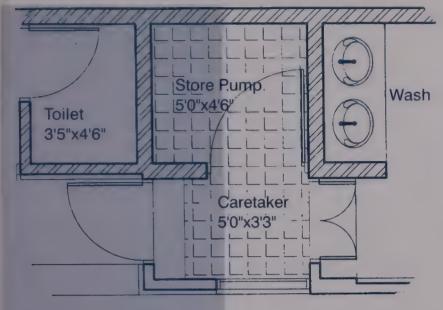
Caretaker counter

Storage space for money, ticket coupons, pamphlets on sanitation





caretaker/counter



Caretaker, with store behind

 The storage space is provided behind the ticket counters for easy access and control of store by care taker The information board provides all necessary information about the maintenance of the toilet complex for transparency





Timings of operation

Maintenance agency

name

Contact telephone number for Compliants and grievances

Timings/ವೇಳೆ:	6.30 am -10.0 pm
Licensee/ಪರವಾನಿಗೆ: Phone Number/ಪರವಾನಿಗೆದಾರರು: Address/ದೂರವಾಣಿ ಸಂಖೈ:	BMP Trial Run
Maintained By: ನಿರ್ವಹಣೆದಾರರು:	Bangalore Mahanagara Palike ಬೆಂಗಳೂರು ಮಹಾನಗರ ಪಾಲಿಕೆ
Incase of any problem call: ಯಾವುದೇ ಸಮಸ್ಯೆಯಾದಲ್ಲಿ ಸಂಪರ್ಕಿಸಿ:	222 1281 or Helpline 98450 24365



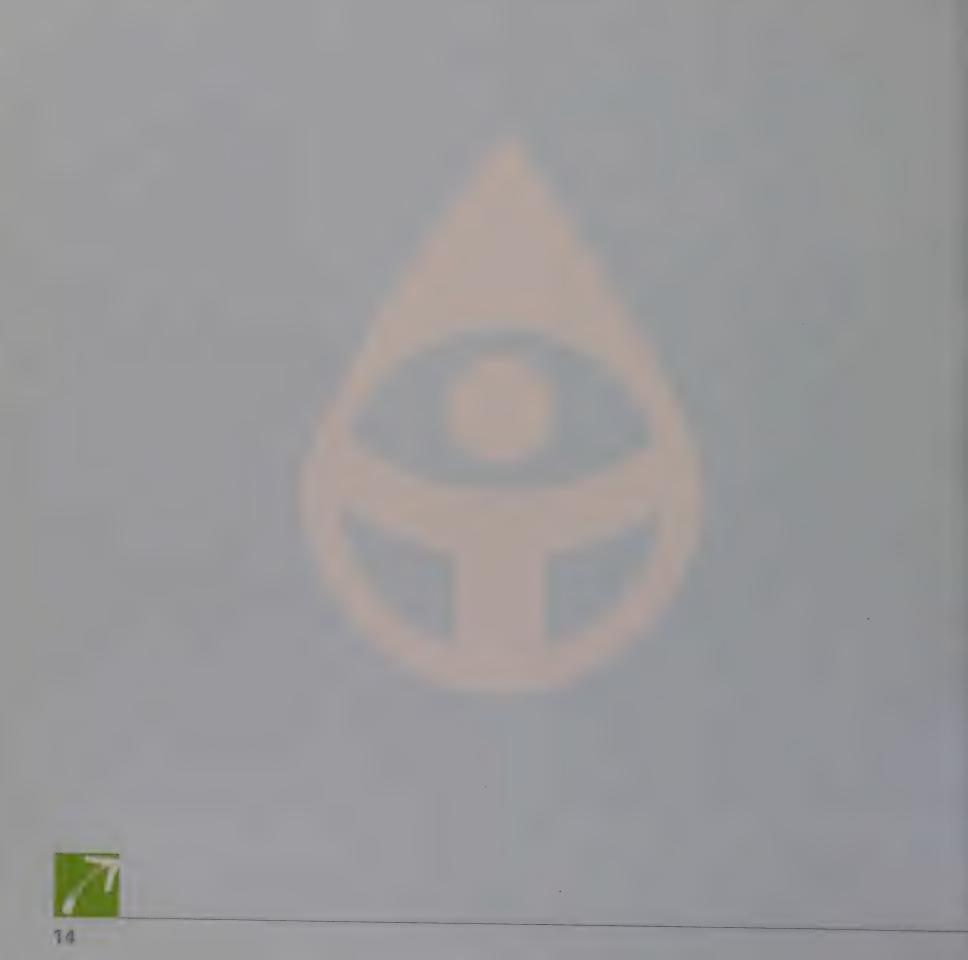












The waiting area is the common area to hold citizens in queue or those accompanying. This area is well lit and offers great potential for awareness and education on public sanitation messages essential for the overall user experience of a public toilet complex.

waiting areas 🕏







For better comfort of the user, provide benches to accommodate waiting citizens.

- Waiting areas must comprise minimum of 7% of total built up area.
- Separate waiting area are provided for men and women
- Lobby area created should provide enough privacy from exterior view and also away from WCs.

- Waiting area should be clean, dry, airy, well lit and relaxing.
- Tiling on walls should be done to min height of 4'6"
- The blue band with yellow inlays provides relief and represents brand identity
- Tiling to appropriate level helps in easy maintenance, cleaning of stains and discourages unwanted grafitti
- Graphic tiles designed for easy recognition and high recall of visual messages
- Floor level of lobby area should be atleast 8 - 10 mm higher than the surrounding utility spaces



waiting areas



Space for information on use of facilities and education of public sanitation, hygiene

Tiling done upto 5'

- Pin up boards of size 900
 x 600 mm to be provided
 in lobby where educative
 and awareness
 messages about
 sanitation are displayed
 for citizens who are
 waiting
- Dustbin /litterbin should be provided in the lobby area.
- Provide benches to accomodate at least 3 persons waiting



Do not spit



Use litter bin

Educative icons



Dustbin in the lobby for disposal of tickets and other dry wastes.







A urinal in a public toilet facility has maximum usage and is often the cause of the "odour".

The need to offer maximum privacy while optimizing the area available for the complex and ensuring cleanliness for a dry, odour free user experience has been the design challenge. Features of sanitaty piping and flushing systems and heights of fixtures have been detailed in this section.

urinals 😩



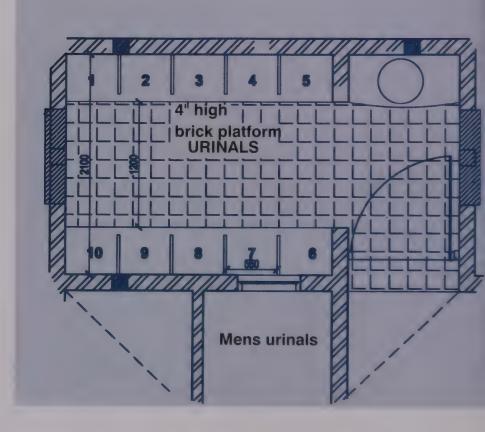


- Urinals should be provided in toilet blocks located in high transit areas.
- High degree of ventilation should be provided for odour free environment.
- Roof should be provided for visual privacy from adjoining areas.
- Urinal and WC segregation - to facilitate the high vs low use area and different tariff structure
- Modesty separator for privacy and feeling of hygiene.

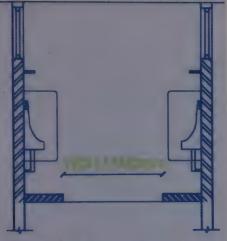


Open design for free flow of air and odour free environment

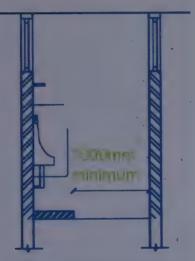








Double loaded aisle



Single loaded aisle

- Width of central bay not less than 1000mm in single
- loaded urinal and minimum of 1200mm in double loaded.

The sanitary pipes of the urinal have to be concealed into the wall to avoid odour.

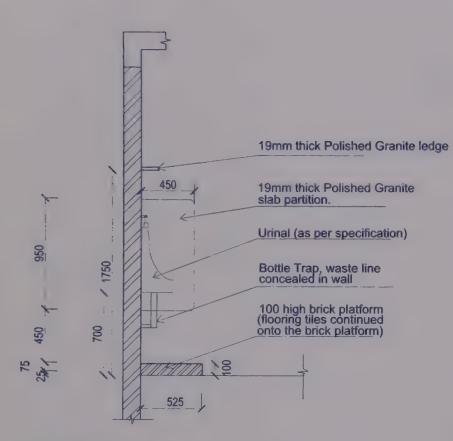
Ledge for handsfree usage and temporary storage of personal belongings

Modesty Separator in granite 600mm x 400mm

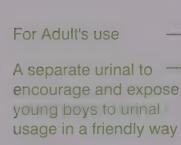


- Each urinal should be fitted with flush valve.
- Provide two drainage point for every 12 Sq. Mtrs of urinal aisle space to facilitate brisk cleaning procedure for maintainance





For adult use





- Height of urinal fixed at 600mm from finished floor level.
- Facility for child use at 400 from finished floor level to make it more user friendly.
- The urinal is provided with a platform where the user can have a personal area within the aisle space.



Sign of Urinal

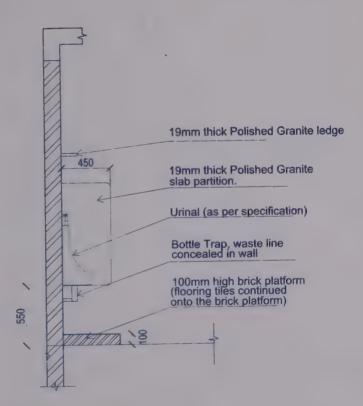






Graphics for Visual Messages





Messages for awareness built into tiling for ease of maitenance.

For child's use

- Modesty separators of 600mm x 400mm for privacy consideration.
- Tiling done upto a height of 7' with graphic messages to maintain hygiene and education awareness.
- Ledge at 1500mm from platform level as a user friendly feature for placing handheld articles of the user.





The wash basin is a common facility between the urinal area and water closet area for gents. The plan hence to be position this facility with care.

The wash basin area design needs great attention and detail to provide for ease of maintenance. Specifications of material, size have been laid out in this section.

wash basin 🕏







The water closet is the performance benchmark of a public toilet facility. It needs to function efficienty minimizing leakages and blockages caused by plumbing breakdowns. The facility is easy to use by the public and design delivers high standard of maintenance. Recomendations of sizes, features and detailing have been laid out in this section.

water closet (wc) 🕏







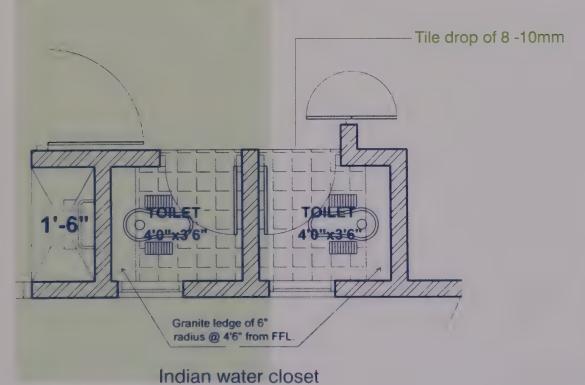
Ventilation and light

Ledge

Flush tank

Indian WC pan 1050mm x 1200mm

8mm - 10mm tile drop



- Well ventilated, bright and comparatively larger WCs to provide comfort for the User and also to cater to high usage.
- Minimum size recommended for Indian water closet area is 1050 x 1200 mm
- More number of Indian WC pans provided of size 1050mm x 1200mm compared to EWC's. (user preference)
- Two tile drops of 8-10mm is provided to avoid water flowing to aisle space.
- Provide required number of vent pipes to reduce the foul smell in WCs for an immediate user, and to maintain the pressure.

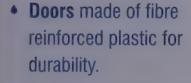


water closet (wc)



- graphic signage to identify WC
- Grey colour for door and

- One tube light can be provided for two adjacent WC's
- Wall tiling to be done to min. height of 4' 6"



- Indicative graphic signages for identification of facility on the door.
- Graphic messages like -'Use Dustbin', 'Don't Waste Water', 'Don't Smoke' - repetitive tile inlays for building and education among users.
- Hooks should be provided behind cubicle doors.







Blue 4" tiles (branding) and visual break

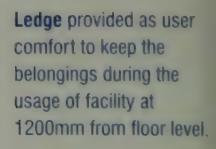
Tiling done upto 3'6" for easy maintenance

Dustbin

Blue mug as part of Nirmala toilet specification

Dustbin within the toilet provided to avoid the users using wc to flush items like packets, ST's and cause blockage.

Ledge for personal belongings



Specification: Granite or Marble 150mm deep.
Natural stone to be used for durability considerations.



water closet (wc)

The design of bath facility has addressed the need of the user in terms of bath area with features to store belongings, dry area to get dressed and lockers. Easy quick maintenance to deliver this facility in public toilets has been built into the design and specifications of materials recommended. This facility is not a feature of all complexes but provided where there is a demand.

bathrooms 9







Fixture longneck taps

Tiling done upto 7'0" (minimum) for easy maintenance

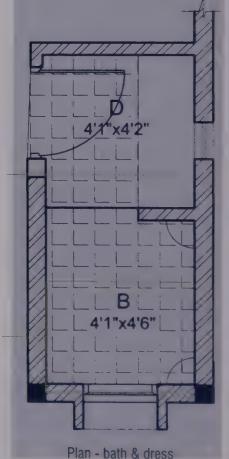
Non-skid easy to dry Blue floor tiles used

 Clean interiors with buckets and mugs provided as per Nirmala Bangalore standards set for user comfort.

- Minimum of 1200 mm sqft area provided for bath facility.
- Bathrooms attached with dress areas - dry and wet areas.
- In case of single/two bath facilities, individual areas (dry) are provided with mirror and a bench to facilitate the user.
- In community toilets with more number of baths, a common dry area to be provided.

Granite slab @ 18" from FFL for sitting.

Granite ledge of 6" radius @ 4'6" from FFL

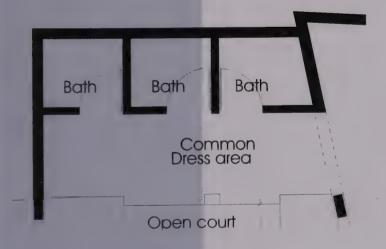




bathrooms



 Common areas for dressing provided in community toilets with more number of baths





- As a part of colour coding in facilities in Nirmala toilets, yellow doors indicate the facility of bath.
- Inlays of yellow tiles and the yellow doors indicate the facility - bath.





Mirror in every dressing room.

Graphic message on "save water"

Bath provided with bucket

- Clean interiors with buckets and mugs provided as per Nirmala Bangalore standards set for user comfort.
- Ledges, hooks, racks to facilitate users to place/hang personal belongings while using facility.

- Granite ledge of 150mm radius to be provided.
- Coat hooks to facilitate users to hang clothes.



bathrooms



Graphic messages

Special services should be provided for bath facility.

- Vending machine for shampoo sale
- Hot water provided on request
- Soaps and towel provided on request

 Walls to be tiled upto 2100 mm inside bathrooms with appropriate graphic messages.

Louvered ventilator

Educatory graphic messages like 'Save Water' used in the bathrooms.

Graphics are bilingual to address all users.





The key promise of the Nirmala Bangalore user experience can be delivered and met only through systems and process of maintenance. This section layout the storage requirements and enables proper storage of consumables and tools/appliances

maintenance 🕏





 Racks provided for storage of maintenance equipment in the toilet of 400 mm depth and size 900 x 2100 mm. The shelf must accomodate mop sticks of 1650 mm height and the rest as shelf for material storage.



Stock/ extra storage space

Consumables in use

Long cabinet ——for brooms & mops

For ventilation

Seating stool for cleaner



Specifications: Wooden or fabricated cabinets in dry areas with shutters provided and minimum lockable points.

 Louvers ventilators for ventilation



maintenance

- Provide for at least 2
 drainage points for
 every 12 sqm of
 common areas to
 facilitate brisk
 cleaning procedure for
 maintenance.
- Provide sanitary designs to take peak load of facilities 3" dia pipe for urinals.
- Provide water storage facility to sustain for at least three days.
 External staircase point.
- Provide an external maintenance ladder for easy access to the roof and over head tank.

No

Rs 0.50

No

Rs 2.0

No

Rs 1.0

Ticket books format

Maintenance mandate with caretaker

- Suggestion book
- Maintenance register
- Cleaning chart
- Ticket books

Provision of signage/boards

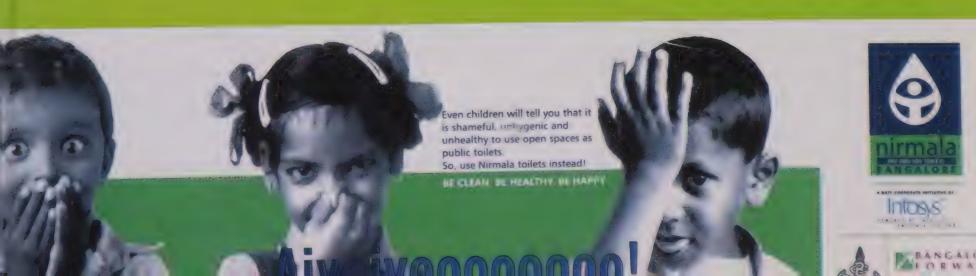
- Work in progress
- Under Repair
- Caution WET



The Nirmala Bangalore program is comprehensive public sanitation program incorporating the elements of creation of awareness, information and education regarding public hygiene on sanitation, through a detailed, visual communication campaign. This section deals with the different visuals and graphics used to create the messages synonyms with Nirmala Bangalore and public sanitation.

communication 9





AWARENESS CAMPAIGN
Each Nirmala Bangalore toilet
complex has space reserved
for the branding and for
public service messages
aimed at educating the
citizens and creating
awareness.

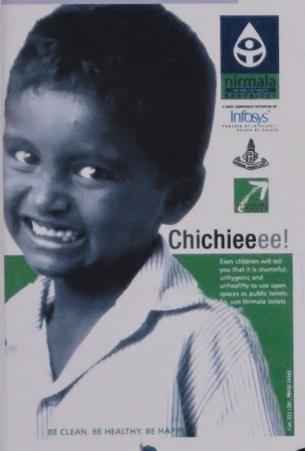




The NB communication messages have adopted the route of using children as the messengers in a hard-hitting campaign. The message is clear - even we as children know that it is shameful to use public places as toilets, so use Nirmala toilets. The process of educating the citizen and inculcating civic sense into them is a slow and gradual process and the Nirmala campaign aims at ensuring this process is hastened.

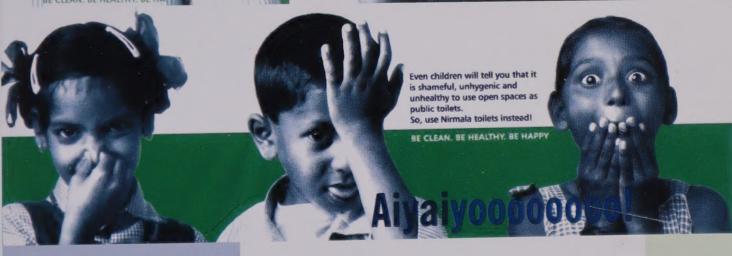


communication

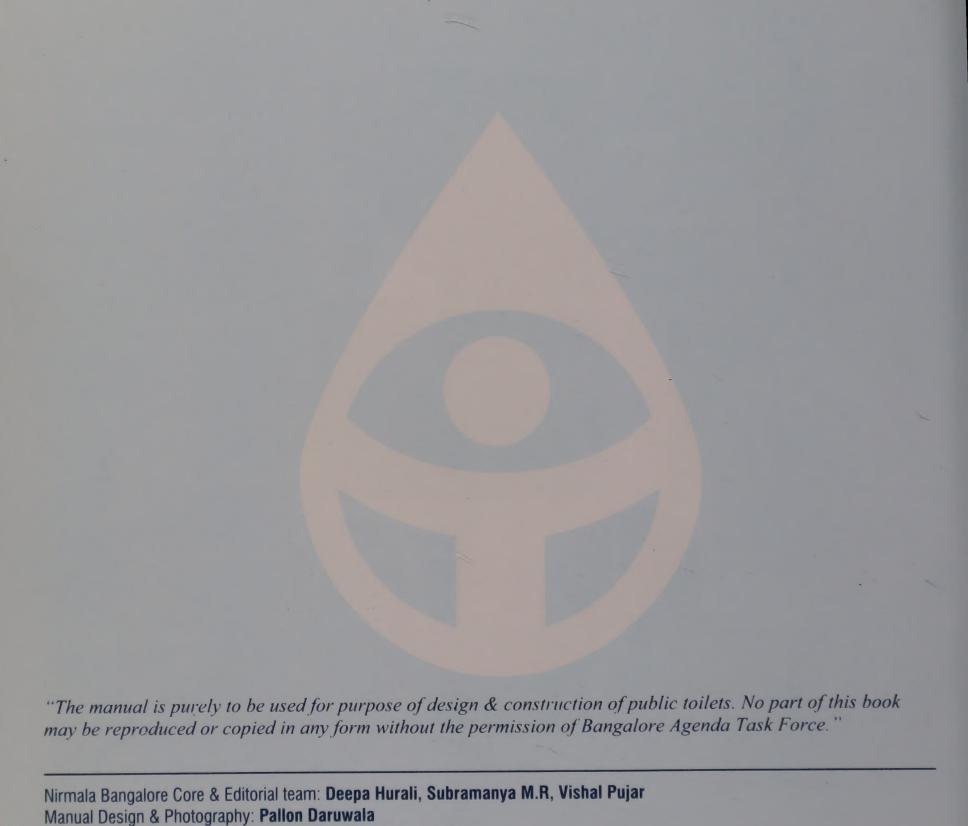




Simple slogans and visuals were designed to communicate how Nirmala, public health and sanitation were linked. These were displayed across the city using the bus panels.







Published by Kalpana Kar, Member, for and on behalf of BATF

Location Name with Total No of Utilities *

Shivajinagar Bus Stand	21
Bull Temple Road	7
Hariharagudda Park	7
Tank Bund Road	7
Mayo Hall	7
Ramanna Garden Slum	9
R.T.Nagar Main Road	<u> </u>
Yeshwanthpur Police Station	9
Bangalore Mahanagara Palike	9
Slaughter house Bamboo Bazaar	18
Fruit Mandi Sethu Rao Street	. 10
Museum Road	8
Palace Road	16
Ulsoor Bus Stand	8
Jeevanhalli Bus Stand	13
Kalasipalyam Bus Station	11
Mutton Market	. 10
Police Road, KR Market	9
Vegetable Market	30
SanjayNagar cross	13
Sukh Sagar	19
Russel Market	20
Venkatram nagar slum	22

^{*} Inclusive of all facilites - Urinals, WCs and Baths

